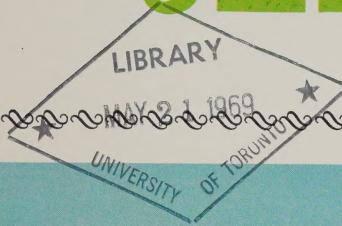
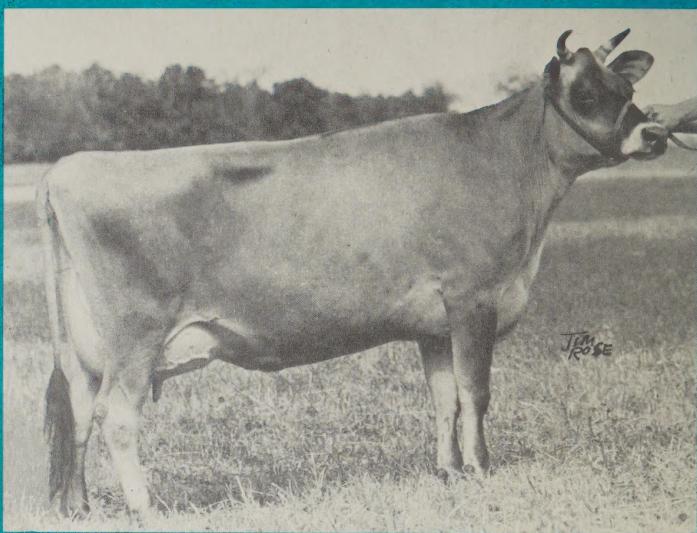


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THE
CANADIAN
JERSEY





Lindale Echo Susan

HISTORY AND DEVELOPMENT

The higher level of production and superior type and quality achieved by Canadian Jerseys during the past 50 years should be credited to the efforts of Canada's master breeders and breed promoters, government co-operation — particularly in production testing — and the long recognized prepotency and blood purity of the breed itself.

On the island of Jersey in the English Channel where the breed originated, certain economic factors explain why dairy quality has been so strongly developed in the breed. The special English market for Jersey butter and the limited area of the island and its carrying capacity necessitated severe culling in the early years to keep the cow population at a minimum and its efficiency at a maximum.

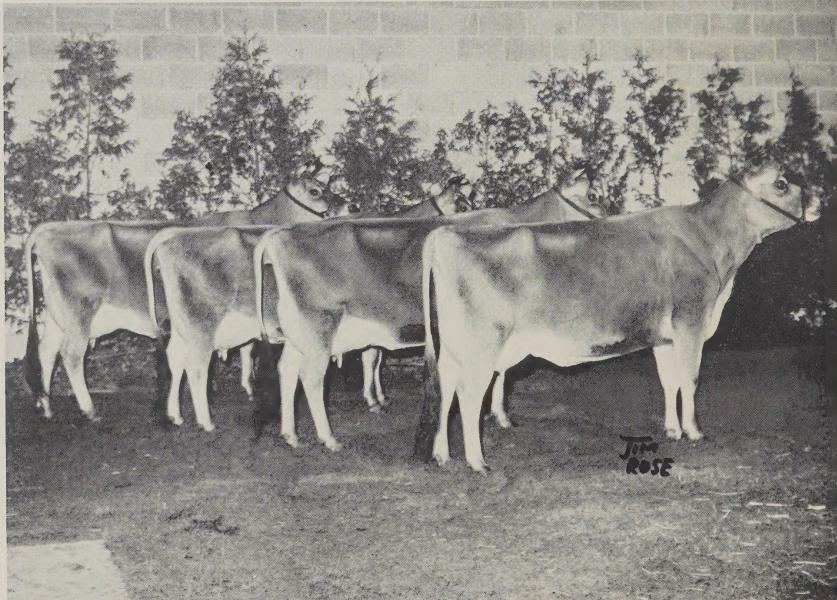
The Canadian Jersey has been developed from imports over the years of superior breeding stock, mainly from Jersey but with a few from England. These importations started about a century ago with the 17 head purchased by Harrison Stephens of Montreal from the royal herd at Windsor, England. These animals founded the St. Lambert Jerseys which became celebrated throughout Canada and the United States as Dancey cattle. Other importations from the island of Jersey and England were made to Upper Canada (now Ontario) and also to the Maritime Provinces, particularly to the areas around Fredericton, New Brunswick. Some breeding stock from American herds also played a part in breed development in Canada, especially during the latter part of the 19th century.

A leading Canadian Jersey importing and breeding firm is B. H. Bull and Son of Brampton, Ontario. Its first importation was made in 1902 although it had used imported Jersey sires before this. During a 20-year period ending about 1930, this company made as many as four or five importations a year. These cattle had a wide distribution in Canada and the United States but their impact was proportionately much heavier on Canadian herds.

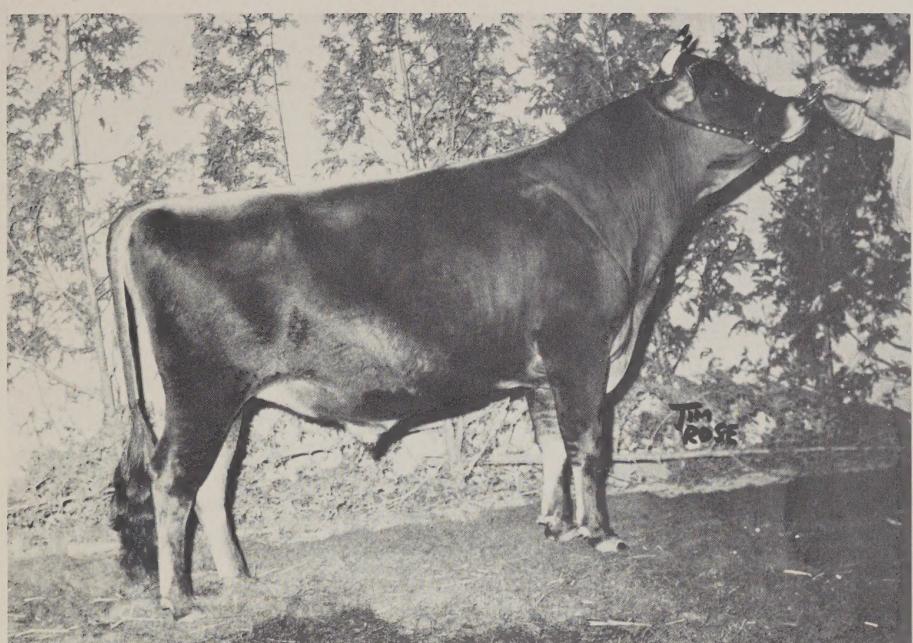
It was during this period that the reputation of Canadian Jerseys became established in important dairy countries, including Australia, New Zealand and South Africa, although they were also making direct imports from the island of Jersey. To this day the value and desirability of Canadian breeding stock is recognized and appreciated.

About 30 years ago, Brampton Basilua established a world championship butterfat production record of 1,313 pounds (596.1 kg) of fat with 19,012 pounds (8,631.4 kg) of milk, three times daily milking, and this record stood for 19 years. Brampton Basilua was imported as a heifer and tested at the B. H. Bull and Son farm. A grand-daughter of Jersey Volunteer, a senior herd sire at Brampton for many years, she proved a remarkably prepotent individual and her family became most popular. It would be difficult to name any one cow that has made greater contribution to the breed.

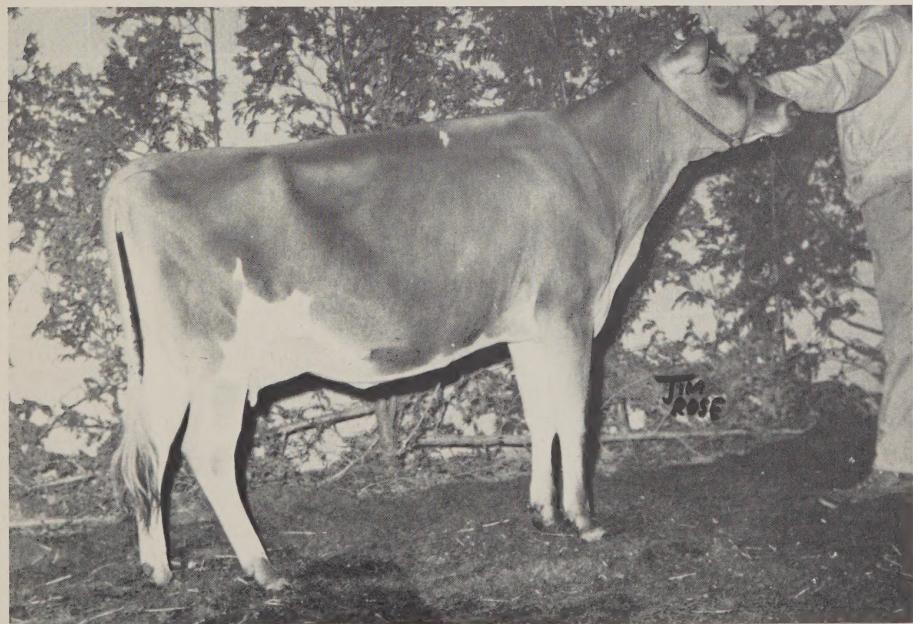
Early development of Record of Performance (ROP) testing and, later, the introduction of a classification program, have won the support of Canadian breeders and contributed much to maintaining the Canadian Jersey's high place in world regard.



Canadian Jerseys are noted for their excellence of conformation as well as high productivity.



This senior yearling bull, Bellavista Star's Favorite, has won national and international awards at various stock shows in North America.



North River Castor A Carom, a yearling heifer, shows the superior type and quality of Canadian Jerseys.

CURRENT REGISTRATION AND GROWTH

The Jersey population in Canada is estimated at between 60,000 and 70,000 head of registered cattle. Statistics indicate a trend to fewer, but larger herds. While a fairly even level has been maintained in the number of animals registered during the past 20 years, there has been an increase of more than 60 per cent, during the same period, in the number of animals per herd. In the 1966 annual report of the Record of Performance, 404 Jersey herds on tests had an average number of 29.6 cows per herd, the highest of the four main breeds. In the same year about 13,000 official records, including about 1,000 Dairy Herd Improvement Association records, were reported.

PLACE OF THE BREED IN CANADIAN DAIRYING

(a) To guarantee purity, Jersey milk is sold in many areas under a Canadian registered trademark, All-Jersey. The high butterfat and proportionately high solids-not-fat of Jersey milk has served distributors of fluid milk well for blending with lower testing milk. With high yield of both butterfat and solids-not-fat, it appeals as well to the processor of industrial milk. The Jersey cow is, on the basis of individual size and weight, an efficient converter of feed into human food — her production in 305 days may vary from 9 to 20 times her body weight. This is why the Jersey makes such an important contribution to the Canadian economy.

(b) The Canadian Jersey has proved itself most adaptable to widely varying conditions. This breed stands up well to rigorous winters, despite a misleading refinement of appearance: in tropical and semi-tropical climates the natural dun or fawn colour repels heat and the direct sun, so that production and the butterfat test of the milk are maintained at a consistently high level.

PERFORMANCE OF THE BREED

High production within the breed is considered of paramount importance. Mature cows on test in 1966-67 averaged more than 8,500 pounds (3,859 kg) milk, 447 pounds (202.9 kg) fat, 5.26 per cent, basis 305 days, twice daily milking. As in other breeds, the Record of Performance conducts a sire appraisal program based on contemporary comparison and applies the same standard formula to all breeds. For Jersey sires with the required number of effective daughters for comparison, a plus or minus rating is given for both milk and fat production.

CANADIAN CLASS LEADERS

MILK PRODUCTION:

| Age | Times Milked Daily | Name | Production | Per Cent | Year | |
|-----------------|--------------------|---|------------------------|-------------------|------|-------|
| | | | Ibs (kg) Milk | Butterfat | | |
| 12 and over | 2 | Brampton W. R. Lua Pinn (178096) | 15,287 (6,934.1 kg) | 800 (362.9 kg) | 5.23 | 1959 |
| Mature | 2 | Brownlane Kavola's Josyl (337573) | 19,263 (8,737.6 kg) | 864 (391.9 kg) | 4.49 | 1966* |
| Senior 4 | 2 | Alderbrook Jill Generation (332683) | 15,795 (7,164.5 kg) | 842 (381.9 kg) | 5.33 | 1965 |
| Junior 4 | 2 | Brownlane Kavola's Josyl (337573) | 17,592 (7,979.6 kg) | 763 (346.1 kg) | 4.34 | 1965 |
| Senior 3 | 2 | Valleystream Generation Jan 5R (334289) | 15,247 (6,915.9 kg) | 696 (315.7 kg) | 4.56 | 1965 |
| Junior 3 | 2 | Champion's Plutocrat Solita (363655) | 15,603 (7,077.4 kg) | 776 (351.9 kg) | 4.97 | 1965 |
| Senior 2 | 2 | Valleystream Generation Jan 5R (334289) | 14,855 (6,738.1 kg) | 683 (309.8 kg) | 4.60 | 1964 |
| Junior 2 | 2 | Champion's Plutocrat Solita (363655) | 13,272 (6,020.1 kg) | 700 (317.5 kg) | 5.27 | 1964 |
| Senior Yearling | 2 | Keithcroft Radar Diane (364351) | 11,682 (5,298.9 kg) | 576 (261.3 kg) | 4.93 | 1966* |

BUTTERFAT PRODUCTION:

| | | | | | | |
|-----------------|---|--------------------------------------|------------------------|-------------------|------|-------|
| 12 and over | 2 | Forest Glen Design's Eva (197423) | 13,881 (6,296.3 kg) | 806 (365.6 kg) | 5.81 | 1964 |
| Mature | 2 | Sparkling Royalist Odile (363649) | 17,733 (8,043.6 kg) | 963 (436.8 kg) | 5.43 | 1964 |
| Senior 4 | 2 | Alderbrook Jill Generation (332683) | 15,795 (7,164.5 kg) | 842 (381.9 kg) | 5.33 | 1965 |
| Junior 4 | 2 | Deertrail Standard Princess (109882) | 13,552 (6,147.1 kg) | 871 (395.1 kg) | 6.43 | 1943 |
| Senior 3 | 2 | Kingshurst Supreme Bel Bas (320655) | 12,962 (5,879.5 kg) | 794 (360.1 kg) | 6.13 | 1964 |
| Junior 3 | 2 | Champion's Plutocrat Solita (363655) | 15,603 (7,077.6 kg) | 776 (351.9 kg) | 4.97 | 1965 |
| Senior 2 | 2 | Summerland Lady Estelle (104415) | 10,839 (4,916 kg) | 722 (327.5 kg) | 6.66 | 1942 |
| Junior 2 | 2 | Champion's Plutocrat Solita (363655) | 13,272 (6,020.1 kg) | 700 (317.5 kg) | 5.27 | 1964 |
| Senior Yearling | 2 | Keithcroft Radar Diane (364351) | 11,682 (5,298.9 kg) | 576 (261.3 kg) | 4.93 | 1966* |

Compiled from records received from the Record of Performance by the Canadian Jersey Cattle Club up to December 31, 1966.

*New record established 1966.

Exceptional production is recognized by the Canadian Jersey Cattle Club through suitable medal certificates and other awards for both high production and persistence. Males may win Superior or Senior Superior Sire status or medal awards when the average of the daughters' production exceeds a certain level and the daughters also meet classification requirements.



Three daughters of a famous Canadian sire — Brampton Eureka.



Many years of sound breeding and selection in the Canadian herd produces the quality shown in this aged cow class at the Royal Agricultural Winter Fair in Toronto, Ontario.

BREED-TYPE CLASSIFICATION

Classification within the breed is carried on by qualified inspectors visiting herds across Canada about every nine months. Each individual that has had a calf is scored for appearance and breed type, capacity, constitution, dairy quality and udder development and quality. According to score, it falls into one of five categories: excellent, very good, good plus, good and fair. Below fair is a reject from which no progeny may be registered. Classification ratings are published under sires and the rating on any individual is obtainable from the files of the Canadian Jersey Cattle Club on request.

BREED PUBLICITY

Publicity, public relations and breed promotion are carried out through the monthly publication of the Canadian Jersey Breeder, an illustrated magazine with a section in French. Subscriptions outside Canada are \$3 per year available from the Canadian Jersey Cattle Club.

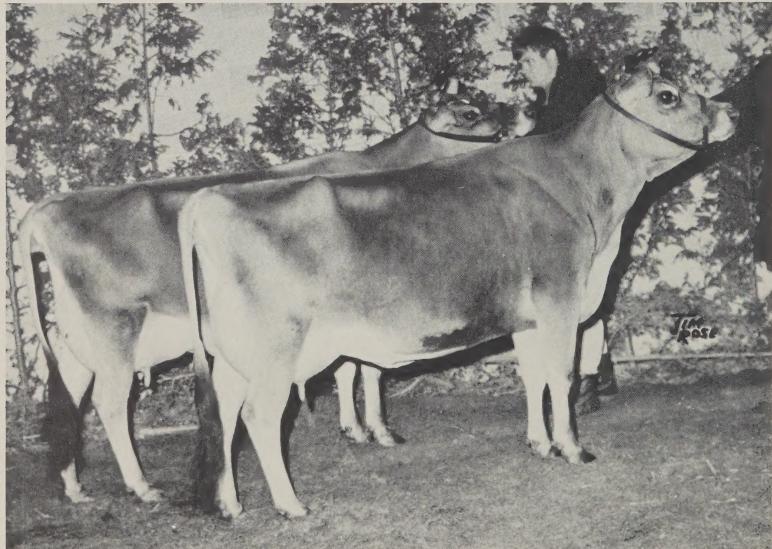
An information folder is available on request in either French or English and contains historical material, information on breed improvement programs, as well as instructions on the care and management of cattle at different ages. A new publication, "Que Hay De Nuevo?" is being published in Spanish and will be mailed free on request to Europe, Central and South America and the West Indies.

An important function of the Canadian Jersey Cattle Club is to carry out type classification. This is a field-work service performed by qualified breed representatives when requested by a breeder in any Canadian province.

CANADIAN JERSEY CATTLE CLUB
290 Lawrence Avenue West
Toronto 12, Ontario, Canada



A champion for production and type, this cow, Beacon Bas Lorna, has been awarded a gold medal and a medal of merit. In production, for 305 days testing, the seven-year-old gave 13,073 pounds (5,929.8 kg) of milk and 761 pounds (345.2 kg) of butterfat for 5.82 per cent. For 365 days testing she gave 15,342 pounds (6,959.02 kg) of milk and 879 pounds (398.7 kg) of butterfat for 5.73 per cent.



Daughters of the dam, Kenridge Viscount Ellen, show the characteristics of conformation which are winning acclaim for Canadian Jerseys.

**For further information please contact
the Canadian Trade Office
at this address**

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